

IN THE CLAIMS:

Claims 1-26 (cancelled).

27. (previously presented) A system for delivering a barcode comprising;

a mobile device;

~~a database means for storing the capabilities of mobile devices;~~

a mobile device type identifier associated with said mobile device;

a message processor that generates ~~means for generating~~ message data comprising a coupon;

a database for storing the display capabilities and picture messaging protocols of mobile devices;

a message optimizer that generates ~~means for generating~~ an optimized message responsive to said message data and responsive to the stored display capabilities and picture messaging protocols corresponding to said mobile device type identifier; and

a communication module that transmits ~~means for transmitting~~ said optimized message to said mobile device;

wherein said coupon comprises a barcode image; and said message optimiser generates said optimised message by downgrading said message data responsive to said stored display capabilities and picture messaging protocols.

28. (previously presented) The system according to Claim 27, characterized in that said capabilities comprise at least one device attribute associated with a mobile device type.

29. (previously presented) The system according to Claim 28, characterized in that said device attribute comprises a display dimension and a colour depth.

Claims 30 and 31 (cancelled).

32. (previously presented) The system according to Claim 27, characterized in that said coupon comprises a barcode number, barcode symbology, a barcode image, and text content.

33. (previously presented) The system according to Claim 27, characterized in that said optimised message comprises multimedia content.

34. (previously presented) The system according to Claim 33, characterized in that said multimedia content is selected from the group consisting of video, audio, a photograph and combinations thereof.

35. (previously presented) The system according to Claim 27, characterized in that said message data further comprises said mobile device type identifier.

36. (currently amended) The system according to Claim 27, characterized in that said system further comprises a barcode generator that generates ~~means for generating~~ barcodes.

37. (previously presented) The system according Claim 36, characterized in that said generated barcodes are random barcodes.

38. (currently amended) The system according to Claim 36, characterized in that said system further comprises a barcode encoder that encodes ~~means for encoding~~ said generated barcodes.

39. (currently amended) A method for delivering a message to a mobile device comprising the steps of:

generating message data comprising a coupon;
receiving a mobile device type identifier associated with said mobile device;
~~inputting capabilities of mobile devices;~~
storing ~~said~~ display capabilities and picture messaging protocols of mobile devices;
generating an optimised message responsive to said message data and to the stored
display capabilities and picture messaging protocols corresponding to said ~~comprising a coupon~~
~~and a mobile device type identifier associated with said mobile device;~~
~~retrieving the stored capabilities corresponding to said mobile device type identifier;~~
~~generating an optimised message responsive to said message data and said retrieved~~
~~capabilities; and~~
transmitting said optimised message to said mobile device.

wherein said coupon comprises a barcode image; and said step of generating an optimised message comprises downgrading said message data responsive to said stored display capabilities and picture messaging protocols.

40. (previously presented) The method according to Claim 39, characterized in that said capabilities comprise at least one device attribute associated with a mobile device type.

41. (previously presented) The method according to Claim 39, characterized in that said device attribute comprises a display dimension and a colour depth.

Claims 42 and 43 (cancelled).

44. (previously presented) The method according to Claim 39, characterized in that said coupon comprises a barcode number, barcode symbology, and a barcode image.

45. (previously presented) The method according to Claim 39, characterized in that said optimised message comprises multimedia content.

46. (previously presented) The method according to Claim 45, characterized in that said multimedia content is selected from a group consisting of video, audio, a photograph and combinations thereof.

Claim 47 (cancelled).

48. (previously presented) The method according to Claim 39, characterized in that said method further comprises the step of generating barcodes.

49. (previously presented) The method according to Claim 48, characterized in that said generated barcodes are random barcodes.

50. (previously presented) The method according to Claim 48, characterized in that said method further comprises the step of encoding said generated barcodes.

51. (previously presented) A computer-readable medium whose contents cause a system to perform a method comprising the steps of:

~~inputting capabilities of mobile devices;~~
~~storing said capabilities of mobile devices;~~
generating message data comprising a coupon;
~~receiving and~~ a mobile device type identifier associated with said mobile device;
storing display capabilities and picture messaging protocols of mobile devices;
generating an optimised message responsive to said message data and to the stored
display capabilities and picture messaging protocols corresponding to said mobile device type
identifier;
~~retrieving the stored capabilities corresponding to said mobile device type identifier;~~
~~generating an optimised message responsive to said message data and said retrieved~~
capabilities; and

transmitting said optimised message to said mobile device,
wherein said coupon comprises a barcode image; and said step of generating an optimised message comprises downgrading said message data responsive to said stored display capabilities and picture messaging protocols.

52. (new) The system according to Claim 27, wherein
said message processor starts automatically in response to delivery of message content comprising a barcode number and a barcode symbology; and
said message processor comprises a barcode encoder that dynamically generates said barcode image from said barcode number and said barcode symbology.

53. (new) The system according to Claim 27, wherein
said communication module comprises a plurality of gateways for transmitting said optimised message to a network; and
said communication module comprises a router for selecting at least one of said plurality of gateways for message transmission, said selecting being based on rules.

54. (new) The method according to Claim 39, wherein:
said step of generating message data starts automatically in response to delivery of message content comprising a barcode number and a barcode symbology; and
said step of generating message data further comprises dynamically generating said barcode image from said barcode number and said barcode symbology.

55. (new) The method according to Claim 39, wherein the method further comprises the step of selecting at least one of a plurality of gateways for transmitting said optimised message to a network, said selecting being based on rules.